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## **National Agricultural Statistics Service**

### **United States Department of Agriculture**

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#### **New Jersey Ranked Tenth in the Nation for Total Gross Sales of Nursery Crops**

*This report presents the second multi-state nursery production survey results conducted by NASS. Nursery operations from seventeen states, with sales over \$10,000, were included in the survey. The seventeen states are: Alabama, California, Connecticut, Florida, Georgia, Illinois, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Tennessee, Texas, Virginia, and Washington. All of the information in this report is based on the 2003 production year. Detailed production information was collected from operations with over \$100,000 sales.*

*Twelve nursery plant categories were selected for this survey. They are broadleaf evergreens, coniferous evergreens, deciduous shade trees, deciduous flowering trees, deciduous shrubs, other woody ornamentals and vines, fruit and nut plants, cut and to be cut Christmas trees, propagation material or lining-out stock, palms, ornamental grasses, and transplants for vegetable and strawberry production.*

*New Jersey ranked tenth in the nation for total gross sales of nursery crops, at \$111 million in 2003. California led the nation with \$1.01 billion in gross sales, followed by Florida with \$650 million in gross sales of nursery crops. There were 342 operations in New Jersey with sales over \$10,000, and these producers had 864 million square feet of total production area. Statewide, 126 of the producers in New Jersey had gross sales over \$100,000. At the United States level, there were 7,742 growers with gross sales over \$10,000, with 19.9 billion square feet of total production area. Nationally, 3,149 growers had gross sales over \$100,000.*

*Of the total of the twelve nursery categories listed above, the number one category for sales in New Jersey was broadleaf evergreens with \$29.2 million in sales, followed by \$27.3 million in coniferous evergreen sales. These two categories captured 26 and 25 percent of the total sales, for a total of 51 percent of all sales. Deciduous shade tree sales, at \$17.4 million, represented 16 percent of all sales in New Jersey. Christmas trees cut and to be cut made up one-half of one percent of the total gross sales, at \$511 thousand. Deciduous flowering trees and deciduous shrubs produced 10 and 15 percent of the total gross sales, respectively, at \$11.6 and \$16.2 million. Total ornamental grasses and other woody ornamentals and vines each produced 2 percent of the total sales. The other category published for New Jersey was propagation material, which was 4 percent of the total gross sales, at \$4.4 million. Fruit and nut plants, palms, and transplants for vegetable and strawberry production were not published for New Jersey to avoid disclosure of individual operations.*

*The New Jersey Agricultural Statistics Service office would like to send a sincere thank you to all those producers that completed the 2003 Nursery Survey. This report is available to everyone through our growers' voluntary participation.*

## Nursery Operations with Hired Workers:

Average Number Workers, by Size of Operation, 17 State <sup>1/</sup> Total, 2003

Gross Value of Sales	All Nursery Operations <sup>2/</sup>	Operations With Part-time Hired Workers <sup>2/</sup>	Average Number of Part-time Hired Workers	Operations With Full-time Hired Workers <sup>2/</sup>	Average Number of Full-time Hired Workers
	Number				
\$10,000 to \$99,999	4,593	2,002	4.7	1,364	3.3
\$100,000 to \$249,999	1,133	673	7.9	833	5.3
\$250,000 to \$499,999	680	405	9.7	579	7.1
\$500,000 to \$999,999	535	354	12.8	503	12.5
\$1,000,000 to \$1,999,999	362	234	19.7	351	19.7
\$2,000,000 to \$4,999,999	270	181	38.2	265	37.4
\$5,000,000 to \$9,999,999	105	77	108.8	102	95.9
\$10,000,000 or more	64	52	182.1	64	228.8
Total	7,742	3,978	13.2	4,061	14.9

<sup>1/</sup> Alabama, California, Connecticut, Florida, Georgia, Illinois, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Tennessee, Texas, Virginia, and Washington.

<sup>2/</sup> Number of operations with part-time hired workers plus number of operations with full-time hired workers will not add to All Nursery Operations due to some operations utilizing both types of workers and some operations hiring no workers.

## Nursery Crops: Total Value of Sales and Percent of Total, by Category, New Jersey and 17 State <sup>1/</sup> Total, for Operations with \$100,000+ Sales, 2003

Category	New Jersey		17 State <sup>1/</sup> Total	
	Total Value of Sales		Total Value of Sales	
	1,000 Dollars	Percent of Total <sup>2/</sup>	1,000 Dollars	Percent of Total <sup>2/</sup>
Broadleaf Evergreens	29,184	26	820,937	21
Coniferous Evergreens	27,323	25	443,300	11
Deciduous Flowering Trees	11,576	10	275,636	7
Deciduous Shade Trees	17,366	16	511,271	13
Deciduous Shrubs	16,181	15	582,615	15
Fruit and Nut Plants <sup>3/</sup>			216,215	5
Christmas Trees (Cut and to be Cut) <sup>4/</sup>	511		183,274	5
Palms <sup>3/</sup>			131,714	3
Ornamental Grasses	2,712	2	61,213	2
Other Woody Ornamentals and Vines	2,232	2	273,233	7
Transplants for Vegetable and Strawberry Production <sup>3/</sup>			173,074	4
Propagation Materials	4,353	4	298,299	8
Total of all Published Categories	111,438		3,970,781	

<sup>1/</sup> Alabama, California, Connecticut, Florida, Georgia, Illinois, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Tennessee, Texas, Virginia, and Washington.

<sup>2/</sup> May not add due to rounding.

<sup>3/</sup> Not included in table for New Jersey to avoid disclosure of individual operations.

<sup>4/</sup> Missing percent of total data are less than 1 percent.

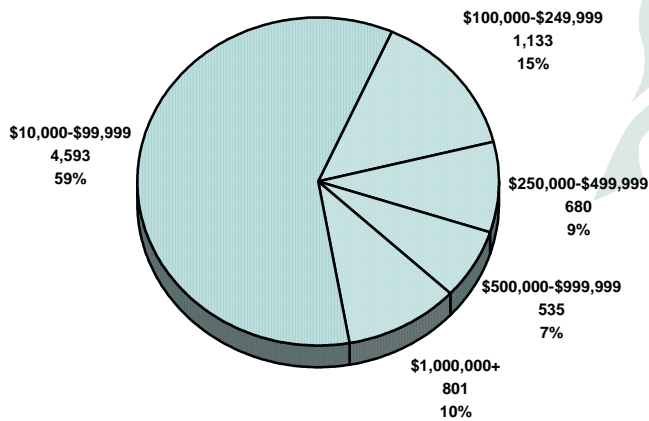
## Nursery Crops: Selected States, for Operations with \$10,000+ Sales, 2003

State	Number of Operations	Percent of 17 State <sup>1/</sup> Total	Production Area	Percent of 17 State <sup>1/</sup> Total
	Number	Percent	1,000 Sq Ft	Percent
Connecticut	118	2	327,903	2
<b>New Jersey</b>	<b>342</b>	<b>4</b>	<b>864,355</b>	<b>4</b>
New York	308	4	708,253	4
Pennsylvania	559	7	2,259,594	11
17 State Total <sup>1/</sup>	7,742		19,917,861	

<sup>1/</sup> Alabama, California, Connecticut, Florida, Georgia, Illinois, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Tennessee, Texas, Virginia, and Washington.

## 17 State<sup>1/</sup> Nursery Number of Growers, 2003 by Sales Category

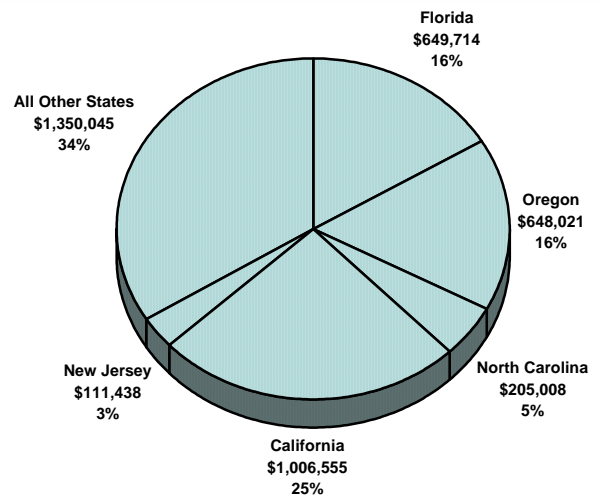
Percent of Total and Total Numbers of Growers



<sup>1/</sup> Alabama, California, Connecticut, Florida, Georgia, Illinois, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Tennessee, Texas, Virginia, and Washington.

## Nursery Crops: Total Value of Sales, Top 4 States, New Jersey<sup>1/</sup>, and All Other States<sup>2/</sup>, 2003

Percent of Total and Dollars in 1,000's

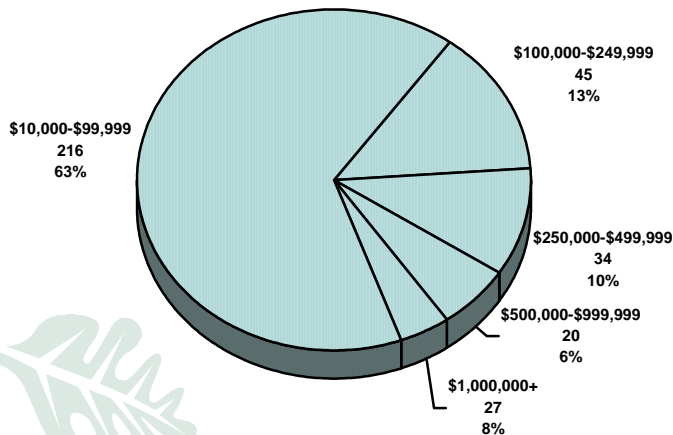


<sup>1/</sup> New Jersey ranked 10<sup>th</sup> in the nation for total gross sales of nursery crops.

<sup>2/</sup> Alabama, Connecticut, Georgia, Illinois, New York, North Carolina, Ohio, Pennsylvania, Tennessee, Texas, Virginia, and Washington.

## New Jersey Nursery Number of Growers, 2003 by Sales Category

Percent of Total and Total Numbers of Growers



## Nursery Crops: Total Value of Sales and Percent of Total, by Category, for Selected States, for Operations with \$100,000+ Sales, 2003

Category <sup>1/</sup>	Connecticut		New Jersey		New York		Pennsylvania	
	1,000 Dollars	Percent of Total <sup>2/</sup>	1,000 Dollars	Percent of Total <sup>2/</sup>	1,000 Dollars	Percent of Total <sup>2/</sup>	1,000 Dollars	Percent of Total <sup>2/</sup>
Broadleaf Evergreens	38,633	36	29,184	26	9,974	18	14,064	12
Coniferous Evergreens	26,747	25	27,323	25	10,301	19	27,858	24
Deciduous Flowering Trees	5,214	5	11,576	10	7,063	13	8,214	7
Deciduous Shade Trees	7,103	7	17,366	16	11,011	20	13,785	12
Deciduous Shrubs	20,337	19	16,181	15	8,215	15	7,405	7
Fruit and Nut Plants <sup>3/</sup>	1,824	2			3,619	7		
Ornamental Grasses <sup>4/</sup>	2,189	2	2,712	2	532	1	472	
Other Woody Ornamentals and Vines <sup>3/</sup>	2,753	3	2,232	2			1,451	1
Christmas Trees (Cut and to Be Cut) <sup>4/</sup>	1,281	1	511		2,025	4	13,905	12
Propagation Materials <sup>4/</sup>	248		4,353	4	2,520	5	26,617	23
Total of all Published Categories	106,329		111,438		55,260		113,771	

<sup>1/</sup> Transplants for vegetable and strawberry production and palms categories were excluded from the table because nothing was reported for these categories in the selected states.

<sup>2/</sup> Total percent may not add to 100 due to rounding.

<sup>3/</sup> Missing data excluded to avoid disclosure of individual operations.

<sup>4/</sup> Missing percent of total data are less than 1 percent.



**New Jersey Nursery Crops, Selected Categories:** Plants and Trees Sold,  
Inventory (January 1, 2004), and Percent of Sales by Category for Operations with \$100,000+ Sales, 2003

Category	Quality Sold		Percent of Plants Sold by Category				Number of Trees and Plants on Hand January 1	
			Bare Root	Balled & Burlap	Container	Other		
	1,000 Plants/Trees		Percent				1,000 Plants/Trees	
	2000	2003	2003	2003	2003	2003	2001	2003
Broadleaf Evergreens	2,930	2,972		32	68		5,719	4,890
Coniferous Evergreens	1,667	1,433		64	36		4,376	4,611
Deciduous Flowering Trees	148	121		95	5		840	328
Deciduous Shade Trees	362	209		95	4	1	1,420	426
Deciduous Shrubs	1,160	1,514		42	58		2,689	2,087
Ornamental Grasses <sup>1/</sup>		368			100			335
Other Woody Ornamentals and Vines <sup>1/</sup>		288		1	99			177

<sup>1/</sup> Ornamental Grasses and Other Woody Ornamentals and Vines were specifically enumerated in 2003. They were included in Deciduous Shrubs and Other Ornamentals in 2000.

**New Jersey Nursery Crops:** Number of Producers, Number of Trees/Plants Sold,  
Gross Sales, and Percent of Sales that were Wholesale, for Operations with \$100,000+ Sales, 2003

Category	# of Producers		# of Trees and Plants Sold		Gross Sales		Percent of Sales that were Wholesale	
	Number		1,000 Plants		1,000 Dollars		Percent	
	2000	2003	2000	2003	2000	2003	2000	2003
Broadleaf Evergreens	94	98	2,930	2,972	24,148	29,184	97	86
Coniferous Evergreens	90	97	1,667	1,433	24,130	27,323	91	87
Deciduous Flowering Trees	68	71	148	121	9,181	11,576	97	84
Deciduous Shade Trees	63	66	362	209	18,302	17,366	97	83
Deciduous Shrubs	67	82	1,160	1,514	9,971	16,181	95	86
Ornamental Grasses <sup>1/</sup>		34		368		2,712		90
Other Woody Ornamentals and Vines <sup>1/</sup>		24		288		2,232		81
Christmas Trees (Cut and to Be Cut) <sup>2/</sup>	9	6	18	12	523	511	5	
Propagation Materials <sup>3/</sup>	21	23			4,504	4,353	98	96

<sup>1/</sup> Ornamental Grasses and Other Woody Ornamentals and Vines were specifically enumerated in 2003. They were included in Deciduous Shrubs and Other Ornamentals in 2000.

<sup>2/</sup> Missing data not published to avoid disclosure of individual operations.

<sup>3/</sup> Number of trees and plants sold not asked on questionnaire for this category.

**Agricultural Statistics & Other Information from NASS**

*National reports are the most timely source of statistics. However, state reports may have more local information.*

**Internet....**

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For a monthly summary of USDA estimates, forecasts and projections of commodities, prices, trade issues, and world crop developments, see:

[www.usda.gov/nass/pubs/nassfact.htm](http://www.usda.gov/nass/pubs/nassfact.htm)

**New Jersey Homepage:** [www.nass.usda.gov/nj/](http://www.nass.usda.gov/nj/)

The New Jersey site offers much of the same information as the national homepage but in a format designed for New Jersey customers. The reports contain the same statistics but offer more details about agriculture in the New Jersey region. There are also state-funded reports that are not available on the national website, such as the Jersey Fresh Fruit and Vegetable release. Links are also available to other sites such as the New Jersey Department of Agriculture and other NASS field offices.

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